

**WHAT IS CLAIMED IS:**

1. A color display driving apparatus in a portable mobile telephone with a color display unit, comprising:
- 5 a first memory for storing YUV data;
- a YUV-RGB converter for converting YUV data read from the first memory to RGB data;
- a second memory for storing RGB data; and
- an on-screen-display (OSD) controller for writing the YUV data and the
- 10 RGB data in the first and second memories, respectively, mixing the RGB data converted from the YUV data stored in the first memory by the YUV-RGB converter with the RGB data read from in the second memory, and on-screen displaying the mixed data on the color display unit.
- 15 2. The color display driving apparatus as claimed in claim 1, further comprising a display format converter for converting the YUV data read from the first memory to a format compatible with the color display unit, and providing the converted data to the YUV-RGB converter.
- 20 3. The color display driving apparatus as claimed in claim 1, wherein the OSD controller comprises:
- a timing signal generator for generating a timing signal for alternately enabling the first and second memories for a write operation and a read operation, and providing the generated timing signal to the first and second
- 25 memories; and
- an OSD mixer for mixing the RGB data output from the YUV-RGB converter with the RGB data output from the second memory.